

7 WAYS COLLEGE STUDENTS CAN BENEFIT FROM LINKEDIN

Considering the amazing benefits that using the options of LinkedIn generates, college students are encouraged to explore this social networking platform. No other site duplicates its value in connecting you with professionals in your field. Compared to time spent on social networking websites (Facebook, MySpace, Twitter), college students spend much less time online preparing for their professional future. Below are tips on how to achieve a competitive edge by exploring the several levels of LinkedIn membership, and by using LinkedIn as a productive job search tool.

1. Getting Job Email Alerts

Once you create a professional profile on LinkedIn, you can set email alerts to receive notifications of recommended jobs. Jobseekers can view the notifications on their homepage as soon as they log into their LinkedIn accounts.

2. Connecting with Professionals

If you look at LinkedIn, you'll be surprised to find out the large number of professionals who choose to connect here. And it's never difficult to connect with fellow members. You can even import your email list to find out who among your friends is present on LinkedIn.

3. Conducting Company Research

One of the biggest benefits LinkedIn offers college students is the capability to check out the pages of their targeted employers. By visiting employer pages, you can research the company, the hiring process, and current employee feedback. This research helps you to stay ahead of your competition and increases your employability.

4. Getting Recommendations

LinkedIn also offers a feature through which you can get other people to recommend you. People with a maximum number of recommendations have a great chance of attracting the employers' attention. College students too can try to get as many recommendations as possible to increase their employability.

5. Letting Companies Find You

Today, a large number of organizations look for talented candidates on social networking platforms like LinkedIn. Creating an informative and detailed professional profile increases your chances of attracting an employer's attention. Wouldn't it be amazing to be invited to interview for a job position you've targeted?

6. Connecting with Other Students

College students can also use LinkedIn to network with other students. This type of networking gives you a wonderful opportunity to find out how other college graduates found a job or got hired by an employer.

7. Landing International Jobs

LinkedIn is a global networking platform. If you are interested in jobs overseas, you can get a lot of benefits by networking on this social media website. You can connect with major international employers and explore employment abroad.